

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

)
) Confirmation No.: 4363
)
Applicants: MARGILOFF et al.) Group Art Unit: 3625
)
Application No.: 10/767,123) Examiner: Mila Airpetian
)
Filing Date: 1/29/2004) AMENDMENT and RESPONSE to
) October 2, 2008 Non-Final Office Action
For: SYSTEMS AND METHODS FOR)
PROVIDING CONTEXTUAL) Attorney Docket No.: E03.002/U
ADVERTISING INFORMATION)
VIA A COMMUNICATION) PTO Customer Number 28062
NETWORK) Buckley, Maschoff & Talwalkar LLC
) 50 Locust Avenue
) New Canaan, CT 06840
)

Mail Stop Amendment (via EFS)
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the Non-Final Office Action mailed October 2, 2008, please amend the above-identified application as follows:

Amendments to the claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks begin on page 6 of this paper.